



ARIZONA HUMAN TRAFFICKING COUNCIL OUTRAEACH AND AWARENESS COMMITTEE MINUTES

**July 24, 2014
2:00 PM**

**1700 West Washington Street, Suite 230
Phoenix, Arizona 85007**

A meeting of the Arizona Human Trafficking Council's Outreach and Awareness Committee was convened on July 24, 2014 at 2:00 p.m. at the Governor's Office for Children, Youth and Families, 1700 W. Washington, Suite 230, Phoenix, Arizona 85021. Notice having been duly given. Present and absent were the following members of the Committee.

Outreach and Awareness Committee Members Present

Michael Derfus	Chuck Fitzgerald
Debbie Johnson	Sarah Suggs

Guests

April Jones	Lindsay Scornavacco
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Staff Present

Tammy B. Paz-Combs
John Raeder

A. CALL TO ORDER

The meeting was called to order at 2:03 p.m.

B. APPROVAL OF MINUTES

Debbie Johnson moved to accept the minutes from the June 19, 2014 committee meeting. Chuck Fitzgerald seconded the motion. Motion passed.

C. OVERVIEW OF EXISTING OUTREACH CAMPAIGNS

The committee previewed two PSAs that were released earlier in the day at a press conference hosted by the City of Phoenix regarding HB 2454.

Tammy Paz-Combs reported on her meeting with staff from the City of Phoenix and their outreach and awareness efforts regarding sex trafficking. The City will be utilizing the Blue Campaign from the US Department of Homeland Security. It was recommended by Ms. Paz-Combs and staff of the Governor's Office for Children, Youth and Families that the committee considers utilizing the Blue Campaign in its outreach and awareness efforts as not to have two different campaigns throughout the state. After discussion, it was determined that it is in the best interest of the Arizona Human

Trafficking Council and state to utilize the Blue Campaign and will be making that recommendation to the Council Co-Chairs.

D. COMMITTEE OUTREACH & AWARENESS PLAN

Committee members reviewed and discussed a list of potential slogans/taglines that had been submitted by committee members prior to the committee member. After discussion, *End Sex Trafficking Az* was determined as the tagline the committee will recommend to the Council Co-Chairs to be used on the Council's outreach and awareness efforts.

E. WEBSITE DEVELOPMENT

Ms. Paz-Combs presented a template of the website for the Arizona Human Trafficking Council. Content on the homepage of the website could include a video of the Governor and the Council Co-Chairs, quotes from each of them, a recent news section, and the Polaris Hotline Number. Potential tabs on the website could include:

- Arizona Human Trafficking Council
- What's Human Trafficking
- Legislation
- Resources to include outreach and awareness materials, research and data, training and speakers bureau
- About Us
- Contact Us

Members and staff discussed possible content and it was determined that staff would continue to develop the website's content and present again at the next committee meeting.

F. NEXT MEETING

Members agreed to use the Doodle website again to determine the next meeting date.

G. CALL TO THE PUBLIC

No public comment.

H. ADJOURNEMENT

The meeting was adjourned the meeting at 3:07 p.m.